

To bring the information full circle, the subjects studied from India present what is articulated as the “dual burden”: the population faces both severe malnutrition and over-abundance/obesity. For undisclosed reasons, the general populace of mothers in these studies believe that Western food is healthier and will provide a better life for their children. In their desire to set their children on the healthy path, they desire foods that are proliferating obesity in the Western world, *i.e. fast food*. The urbanization of the country, or perhaps as suggested in some of the articles, the Westernization of the country, and the move away from more traditional cuisine, is causing obesity and malnutrition, both of which are linked through the articles to mothers, reproduction, and child-rearing.

Each of the articles places itself in the liminal space between social/cultural construct and medical fact so as to present, as best possible, the overall picture. The order constructed by the editors of the articles allows the reader to see the bigger picture, and recognize that understanding the concept of “fatness” globally is potentially the only way to combat its negative qualities and praise the positives. The figures and charts are unfortunately not as easily manageable for the reader who is not familiar with the material, but sufficient explanations of those were provided throughout the articles. The articles are well thought out and provide intimate insight into each culture, making them accessible to multiple disciplines.

Lauren Shepherd is a Ph.D. student at the University of Toronto's Centre for Drama, Theatre, and Performance Studies. Her thesis research centres on performances and diagnoses of madness on the early modern stage.

BIG PORN INC: EXPOSING THE HARMS OF THE GLOBAL PORNOGRAPHY INDUSTRY

Melinda Tankard Reist and Abigail Bray, Eds.
North Melbourne: Spinifex Press,
2011

REVIEWED BY VANESSA REIMER

In their introduction to this collection the editors clearly state their goal to document the “proliferation and normalization of pornography, the way it has become a global industry and ideology, and how it is shaping our world and the harm this causes.” The text largely features contributions by academics and activists from Australia, the U.S., and the UK, with notable perspectives from Japan, India, and South Africa.

This collection aims to debunk the myths that have allowed pornography to become increasingly mainstream across the globe as it simultaneously becomes more violent and degrading towards women, children, and other vulnerable groups. These myths include the “libertarian conceits that pornography is simply about pleasure, self-empowerment and freedom of choice” in an otherwise sexually repressed culture, as well as the argument that producers of pornography exercise their guaranteed right to “free expression.” The text contends that these myths have been largely accepted and even embraced by Western feminists and “the Left” more generally, which tend to be weary of pornography critics who are stereotyped and dismissed as being anti-sex, closed-minded, socially conservative, and religious.

Throughout the text's five sections the contributors work to challenge

and re-frame mainstream discourses that shape the pornography industry. In “Part 1: Pornography Cultures” pornography is contextualized as an ideology which constructs men's sexual pleasure and masculinity as being contingent on the domination and degradation of women and other “feminized others” such as gay men, racialized groups, children, and animals. Next, in “Part 2: Pornography Industries,” pornography is framed as a multi-billion dollar industry that is rooted in the exploitation of vulnerable populations for the sole interest of generating enormous profits for those who control it. Here it is also argued that, while academics and activists from the Left justly critique the ideologies and practices of corporate global restructuring, they tend to accept the liberatory myths of “Big Porn Inc.,” and thereby fail to problematize it alongside other exploitative industries such as “Big Food” and “Big Pharma.”

In “Part 3: Harming Children” it is argued that mainstream pornography normalizes the sexual objectification of children through Pseudo Child Pornography, as well as through generating and reproducing the exploding global demand for child pornography. It further explores how the industry grooms adolescent boys into consumers of a manufactured, inorganic, and non-erotic brand of sexuality that only pornography and other sex industries can provide. Next, in “Part 4: Pornography and the State,” the contributors problematize the legal rights claimed by the pornography industry by denouncing “free expression” that is not in fact “fair expression,” in addition to exploring how pornography has been taken up and challenged through various international legislation. The text concludes with “Part 5: Resisting Big Porn Inc.,” which explores the efforts of international activists and

organizations who seek to challenge and raise awareness about the harms of the global pornography industry.

Those who are familiar with contemporary feminist critiques of pornography are unlikely to find anything ground-breaking in this text; however those who are new to the subject matter will find an accessible and engaging collection by contributors who are clearly informed and passionately invested in this area of research. Feminist proponents of pornography will certainly find reason to critique the text, as its contributors all but ignore the potential for women's empowerment and agency in acting as producers and consumers of pornography. For their part, however, the contributors acknowledge this gap as they emphasize their intention to deconstruct and challenge the ideologies and socioeconomic conditions that continue to normalize the selling and purchasing of women's (or any feminized "others'") bodies and sexualities. For these academics and activists, the potential for some women to act as empowered agents while producing and consuming pornography is not an adequate reason to withhold or dilute critique of the industry's broader deleterious impacts.

Vanessa Reimer is a Ph.D. candidate in the Graduate Program in Gender, Feminist and Women's studies at York University. Her research focuses on feminist studies in religion and girlhood sexuality.

SEX, LIES & PHARMACEUTICALS: HOW DRUG COMPANIES PLAN TO PROFIT FROM FEMALE SEXUAL DYSFUNCTION

Ray Moynihan & Barbara Mintzes
Vancouver: Greystone Books, 2012

**REVIEWED BY CHERYL VAN
DAALEN-SMITH**

If you build it, she will come.

At least that's the promise. That the pharmaceutical industry is driven by profit margins, above all else, is not news. And that there is (always) something wrong with women's bodies requiring intervention hasn't really lost any of its medical veracity. For in creating disorders, diseases, and panic, Big Pharma can swoop in with just the right treatment. For a price. The trouble is, it's women again who pay most dearly when medicine and big business merge. Ray Moynihan and Barbara Mintzes have joined together to provide compelling evidence exposing pharmaceutical industry's role in *creating* a disease that they then plan to cure. And what's scary is that in just fifteen years, the mythic "Female Sexual Dysfunction" has gained inordinate popularity. Heck even Oprah quoted the industry-born and marketed "46 percent of all women 'suffer' from FSD" stat.

The pressure's on ladies. And not in a good way and probably not on the right spot either. No, the pressure is on for you to want it more, and that you just aren't ensuring he's ringing your bell. Yup it's your fault. And yes, I said he. You see same-sex sexuality isn't important here—so much so it has been rendered invisible. Probably because women usually get it right for other women. But I digress...

Moynihan and Mintzes' book *Sex, Lies and Pharmaceuticals: How Drug Companies Plan to Profit from Female Sexual Dysfunction* is a comprehensive investigation into this newly classified "problem" and the enormous push to place it in physicians' professional vernacular. And just in time, because Flibanserin—a drug that promises to fix us—has just come on the market. Another drug to fix our inadequacies. *Quel* surprise. Moynihan and Mintzes' research included interviews with retired pharmaceutical professionals who outed their own roles in the creation of FSD. In so doing, these courageous whistle-blowers assisted the authors to demonstrate how FSD is a grossly exaggerated phenomenon, barely earning the validity to be called a disorder in the first place.

Moynihan has a rich history in this area, most recently documenting in *Selling Sickness* countless examples of the medicalization of every-day life phases which then require medical and pharmaceutical intervention. Now he is out to discredit the very basis for what's being coined the Pink Viagra (again with the pink??), except it hasn't worked. Early research has shown that unlike men, women don't need more blood flow. And so the research has shifted. Up. Way up. Current research is exploring (brace yourselves) the usefulness of a pill targeting women's brains. There it is again: the tie between women's uterus and their minds. And of course the tie that binds is one of pathology.

So not only are women too emotional, too nervous, too fat, too irrational, and too dry, they're not sexually responsive enough. Does this remind anyone else of the years when women were called frigid? Brrrrr. Has me shaking, but I'm not sure if it's out of terror or anger. Probably both.

But at least one thing has stayed constant. The real reason for women being unresponsive sexually aside from: